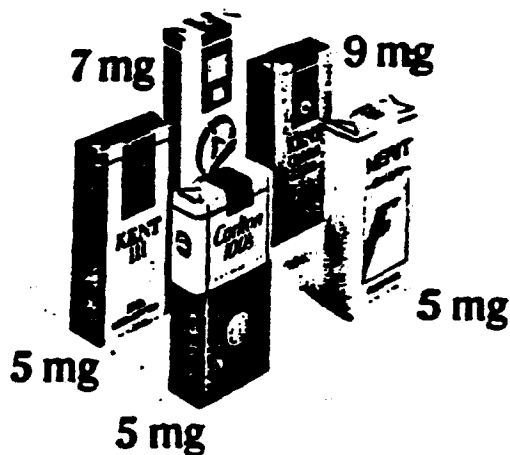


Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

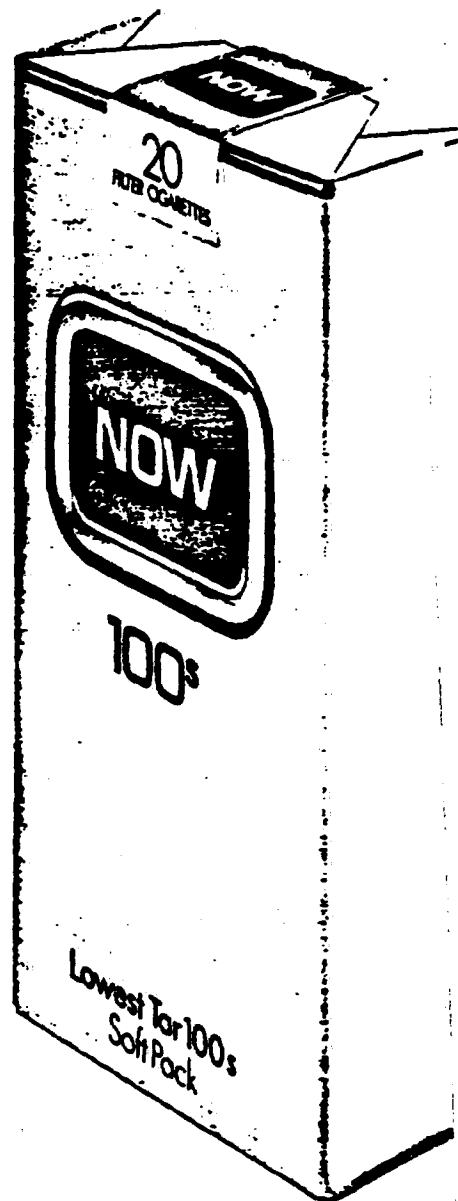
SOFT PACK 100s FILTER, MENTHOL: 2 mg. "tar", 0.2 mg. nicotine
av. per cigarette, FTC Report MAR. '83.

Competitive tar levels reflect either the Mar. '83 FTC Report or FTC method
NOW: THE LOWEST OF ALL BRANDS.

1984



2 mg



Now far and away the lowest.



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